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Introduction to Commercialization

Whether this is your first encounter or you have some experience already, this webinar provides a primer on the key concepts within research commercialization and sets the scene for future targeted learning.

Participants will receive an overview of commercialization, key concepts and language, what "typical" commercialization journeys might look like across various disciplines and where to look for support for their own commercialization opportunity.

An overview of the future learning journey for the webinar series will be provided.

Learning Objectives

- What is commercialization
- Who is it for?
- Why commercialize?
- How to get started?
- Who can support your journey?
- What are the stages of commercialization?
- Different commercialization outcomes
- Stage specific knowledge
- Engaging and working with your TTO

Who should attend?

All faculty and research students will benefit from this webinar, whether they are early career or more established. Whether you are personally curious about commercialization, or leading commercially curious researchers, this webinar will outline what a commercialization journey might look like, and where to go for more advice.

Presenter: Souzan Armstrong

Souzan brings extensive industry and academic experience in technology transfer. With a Ph.D. in Biochemistry and 13+ years in commercialization, she is passionate about entrepreneurship education, empowering innovators to translate research into real-world impact across both academic institutions and industry sectors.



24 April

1:30pm EST
10:30am PST

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